



SIMPLE • INTELLIGENT • EFFICIENT

MIDPOINT PROPOSAL | THEDA CHONG 02391678

GRADUATE SCHOOL OF WEB DESIGN & NEW MEDIA

STUFF IN THE CART

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HELLO!

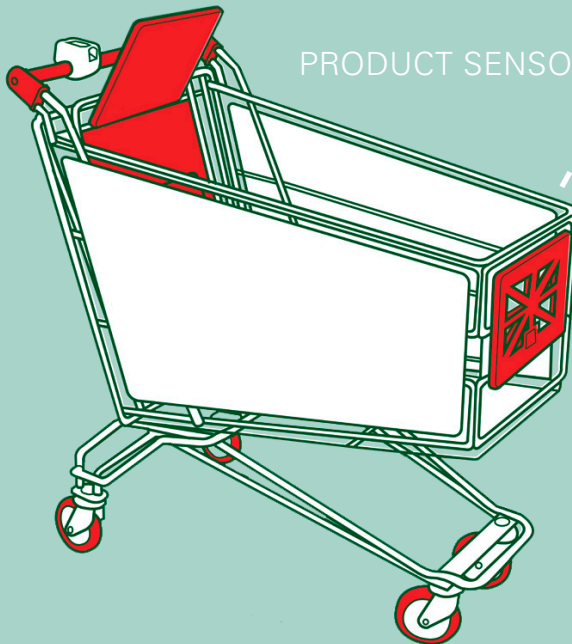


AUTOBIOGRAPHY

My name is Theda. I was born and raised in Hong Kong. My major was Animation and Visual Effects in Undergrad. I was focused on the compositing and motion graphics works. Being an international student in The states, I learned a lot from all the people I met here.

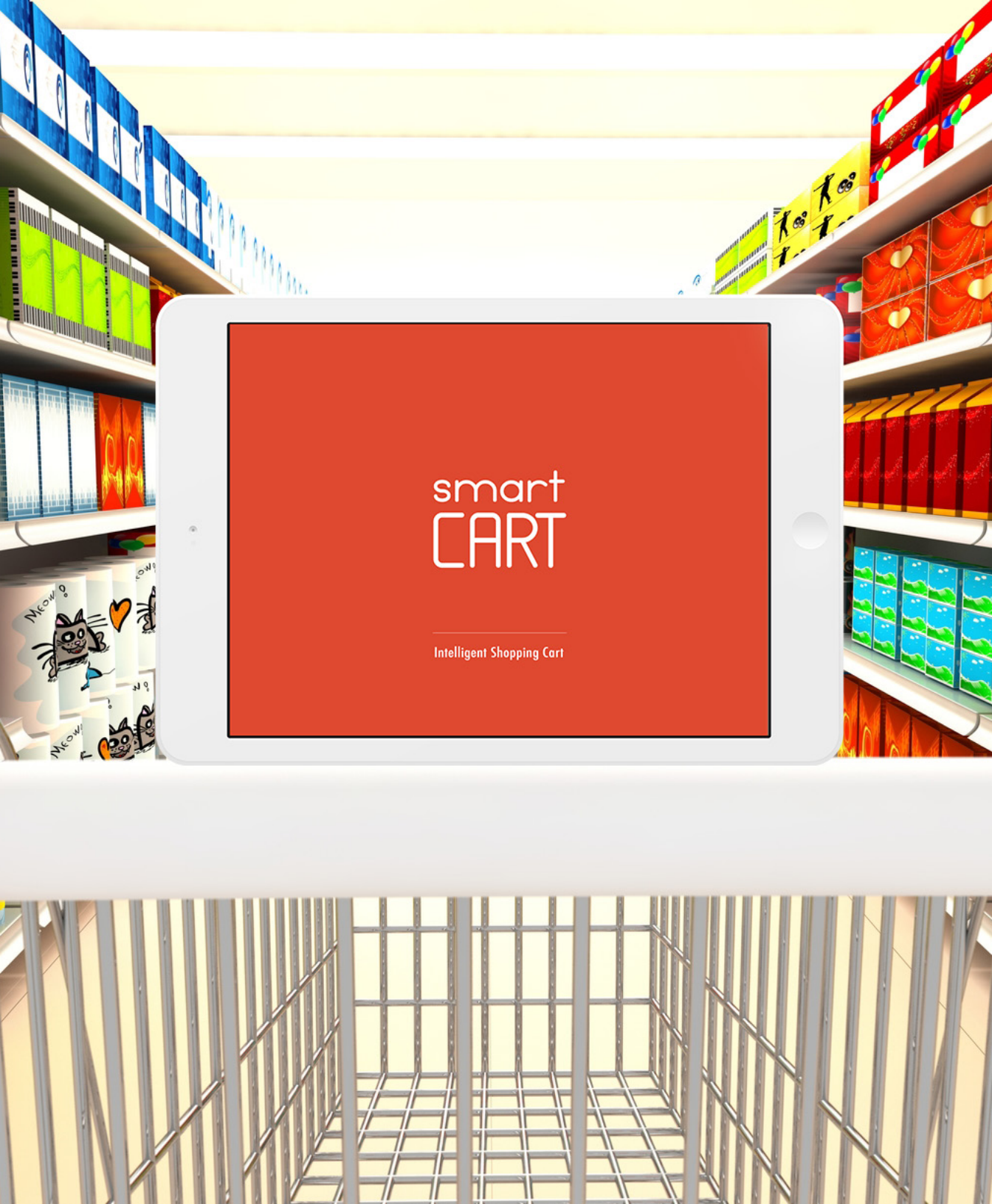
THESIS ABSTRACT /

SMART CART



PRODUCT SENSOR AROUND THE CART

SmartCart is an intelligent app that installs on supermarket cart. There will be a tablet size screen and sensor on the cart. The sensor can recognize the merchandises that you put in. This application can list the items and calculate the total amount for you. Also, SmartCart is you self-assistant as it can help you to find out where the product you want and direct you to the aisles. For example, if you want to make a cake, you can just simply type in key words and SmartCart will help you to find out what you need. If you are lack of ideas for today's dinner, SmartCart could recommend you some delicious recipes from famous chefs. You can also sync yours recipes to the SmartCart if you like. Since the sensor already scan your items, you can check out by using SmartCart only. No more price check and long waiting line. Don't miss this wonderful SmartCart and enjoy your shopping.



WHAT IS SMART CART /

◆

The SmartCart idea is inspired by my shopping experience. When I go to supermarket, I always wonder how much does it cost to buy all the stuffs in my cart as shop always have some promotions about rewards on buying specified amount. Also, when I want to cook something, I really do not know which aisle should I go to get all the merchandises. As I am an international student, I always want to save money and avoid buying stuffs that I do not need. When I want to cook something, I would consider how much does it cost to cook a dish. I want to eat healthy and save money at the same time, so I want an app to do these.

◆

FEATURES,



In store Navigation

In store turn by turn direction to the product aisle.



Recipe Suggestion

Suggestion for today's dinner/special event.



Product Search

Type in product name or scan the barcode to get the product info.



Instant Check Out

Can easily check out right by the application and no more line up.



Live Shopping Scanner

Instant product scanner around the cart, you can know the price and items instantly.

{ Technology is changing how people shop for groceries }

{ 52% Shoppers use technology in their grocery shopping }

{ 31% Shoppers use mobile technology while grocery shopping }



- > Track shopping list
- > Check receipes
- > Check for coupons
- > Track Spend
- > Research products
- > Check prices
- > Check nutritional information
- > Scan shelf labels
- > Locate products

How consumers feel about their primary geocery store

Store layout makes the shopping trip easy **89.6% YES** **10.4% NO**

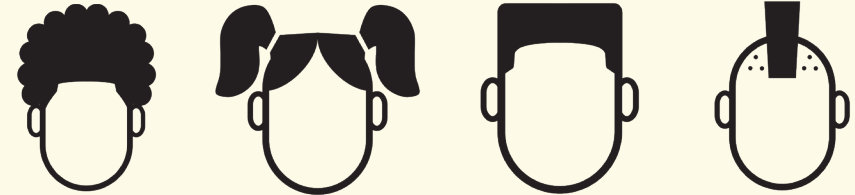
Employees make me feel important **78.0% YES** **22.0% NO**

Promotions, ads, and flyers are more appealing and meeting my needs **67.8% YES** **32.2% NO**

It is important to cater to me personally **57.0% YES** **43.0% NO**

Sources:
Empathico Consumer Insights Survey
FMI Grocery Trend Report 2012
US census: http://www.census.gov/compendia/statab/cats/prices/food_cost_and_prices.html

+ Target Audience



This app is made for busy metropolitan people who do not have much time to do their grocery shopping in supermarket. It can help them to save time and balance their life between work and family. They can get the items on the shopping list right away as the app will point them directly to the aisles that they need to go in the shortest path.



COMPETITORS

#1



Walmart iPhone App

Walmart iPhone/ iPad app connect customers' offline and online shopping experiences. The iPhone app in particular brings a number of new features, including voice-enabled shopping list creation, barcode scanning and integrated manufacturers' coupons, while the iPad app offers the ability to find items both online and at the local store.



PROS

- Scan and go function
- UI is very neat and simple
- Clear direction
- Can search the product by barcode or keyin

CONS

- Hard to find the coupon for specific product
- Have to check the ad store by store on map

2



Cartwheel (Target)

Cartwheel offering more opportunities to get great deals. You can get as much as an additional 30% off, occasionally even higher, on items at Target including grocery, health & beauty, baby, clothing and much more. The best part is that you can combine Cartwheel offers with your coupons. You are allowed one Cartwheel offer with one manufacturer's coupon and one Target coupon.



PROS

- Make finding coupons easier
- Wide variety of products and brands
- Search function is great

CONS

- Forced to login with facebook or email
- Too much sub-categories
- Limited offer spaces

3



Apple Store

Apple's store app has the iBeacon function. iBeacon is short-range positioning technology that uses Bluetooth low-energy connection to communicate with nearby devices. The BLE enables the connection between your iPhone and strategically placed beacons. The location-sensing application connects with these in-store beacons while detecting enabled smartphones to send push notifications.













PROS

- iBeacons enhance the inStore shopping experience
- In-store notifications of store events, product review
 - InApp check out and receipts
 - Barcode scan function

CONS

- No In-Store special deals/ promotions information
 - Can't compare product

COMPETITIVE MATRIX /

	CARTWHEEL	WALMART	APPLE STORE	MACY'S	SMARTCART
Product Info					
Shopping List					
Coupon					
Recipe Suggestion					
iBeacon					
In-store GPS					
Live Price Check					
InApp Check Out					

/ PERSONAS 1



“I don't have much time for grocery shopping but I always spend too much time to compare different organic produces.”

Personal Background

Katrina is an senior accountant who is preparing for her CPA exam. She is an hardworking business woman and commute to San Francisco to work every-day. She works six days a week and does not have much time for grocery shopping. She is an vegetarian and likes to buy organic products. She needs an app that can help her to save time while she is in the supermarket.

Demographics

Age: 32

Occupation: Accountant

Location: San Mateo, CA

Tech Savvy: ****

Gear: iPhone, iPad, Macbook Pro

Most Used App: Facebook, Whatsapp, Garmin USA, Starbucks, Yelp, Dropbox

Needs

- Shopping List
- Comparing different organic products
- Vegetarian receipes
- Shows her the router/ aisles in the supermarket

Goals

- Save time
- Choose the organic products that fits her needs

Task Flow



/ PERSONAS 2



“I always have a hard time to decide what should I cook for my family.”

Personal Background

Tiffany has a 18 years old son and a 16 years old daughter. She always want to save money for putting in hers child education fund. She needs to use her money wisely within the budget constraint. During her free time, she takes some culinary classes to enhance her cooking skills

Demographics

Age: 45

Occupation: Housewife

Location: San Francisco, CA

Tech Savvy: **

Gear: Andriod Photo

Most Used App: Calculatormmm Target, Safeway, Wells Fargo

Needs

- Recinnebbed receipes
- Auto calculating
- Rewards program

Goals

- Won't spend money that exceed her budget
- Ideas for new dishes

Task Flow



/ PERSONAS 3



“Being a first generation college student in my family, I am under a high pressure to pressure my Bachelor degree. Thus, a healthy diet is indispensable for studying all day long.”

Personal Background

Billy is a diligent student who currently studies at UC Berkeley and majors in Psychology. His family lives in San Francisco but he rents an apartment in Berkeley and lives with three of his male friends. Despite studying in library, he enjoys going to the gym to release his stress.

Demographics

Age: 21

Occupation: College student

Location: Berkeley, CA

Tech Savvy: ****

Gear: iPhone, iPad mini, Macbook Air

Most Used App: Facebook, Whatsapp, Instagram, Google Maps, Fandango

Needs

- Nutritional informations about products
- Saving spare money for paying the rent

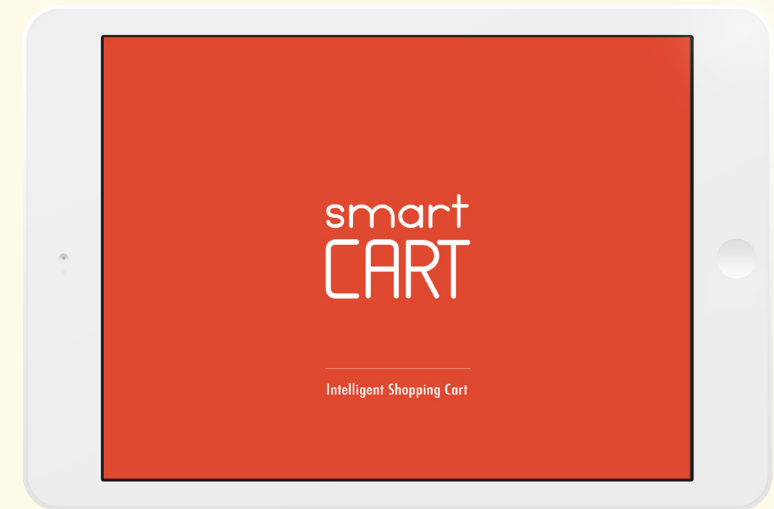
Goals

- Have a healthy diet

Task Flow

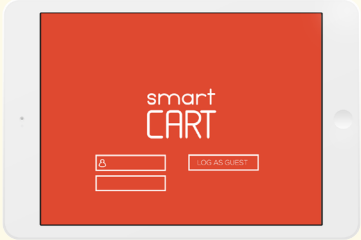


[WIREFRAMES]

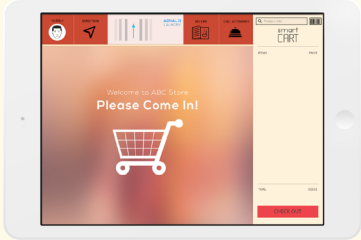




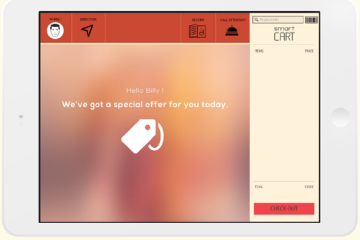
Log In



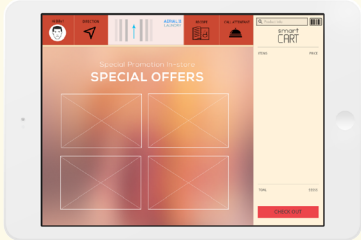
Greeting



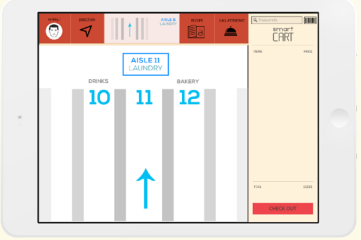
Special In-store offer



Log In



In store Navi



Special In-store offer



Receipe Suggestion



Account/ Shopping List, History, Pref.



Shopping List



Check Out



/ WIREFRAMES



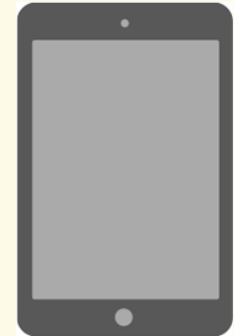
TECHNICAL /



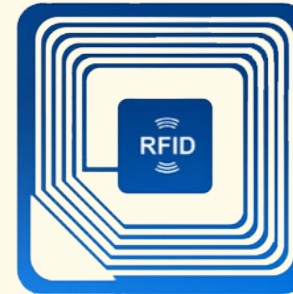
TECHNICAL /
HARDWARE



Shopping Cart



iPad Mini



RFID Reader



iBeacon

TECHNICAL / SOFTWARE



Visual Development

Adobe Photoshop
Adobe Illustrator



</>

Adobe Photoshop
Adobe Illustrator



iBeacon



Cloud Data Storage

Gill Sans Bold

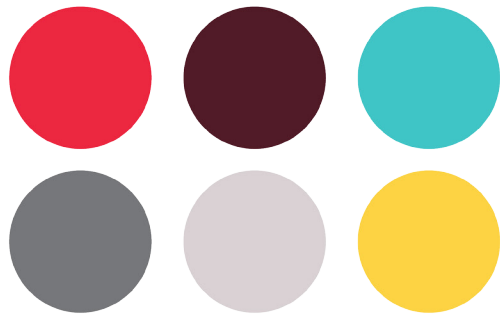
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

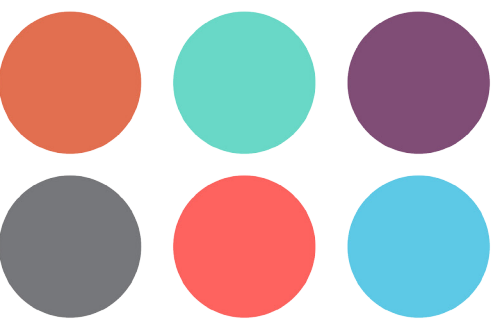


Caviar Dreams Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NEXA LIGHT

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MOODBOARD 3 /

Univers 59 Ultra Condensed

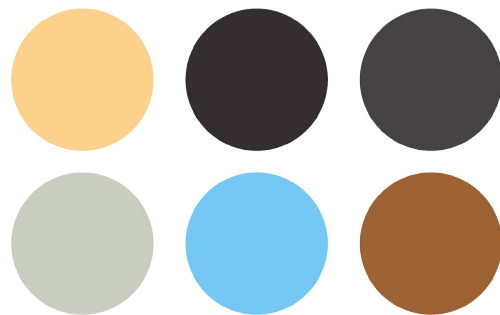
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abcdefghijklmnopqrstuvwxyz

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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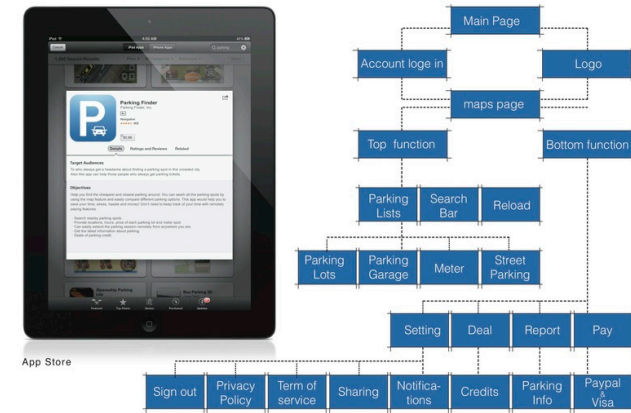
[PORTFOLIO #1]

WNM 606 PRICIPLE OF UX
|
App Concept Design

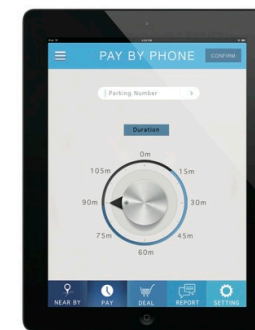


App Concept Design | PARKING FINDER

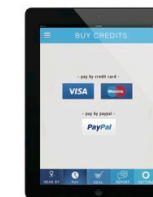
FlowChart



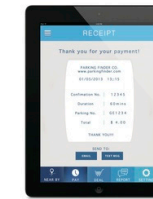
Pay



Pay By Phone



Buy Credits



Receipt

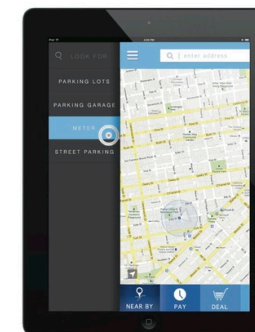
Buy Credits Page

On the credits page you could use the visa- mastercard and paypal to buy our credits to pay the parking.

Receipt Page

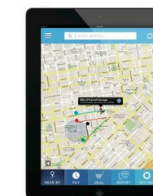
When you done the paying. We will giving you the receipt include the confirmation number and the day and time.

Map



Map

On the maps, you could check the side bar on the top right corner. You could see there is four options: 1. Parking lots, 2. Parking garage, 3. Parking meter, 4. Street parking. Those function options will help you find out what kind the parking place you want to be, and which street area you on.



Meter

When you search the location around your area on the parking garage page. You will see the street meters information and could choose which meter you want and pay for on our app.

Availability

- Red mean <20%
- Blue mean 20%-40%
- Green mean >40%
- Black mean - None information

Also you could check the hexagon check how many meter left on the street.

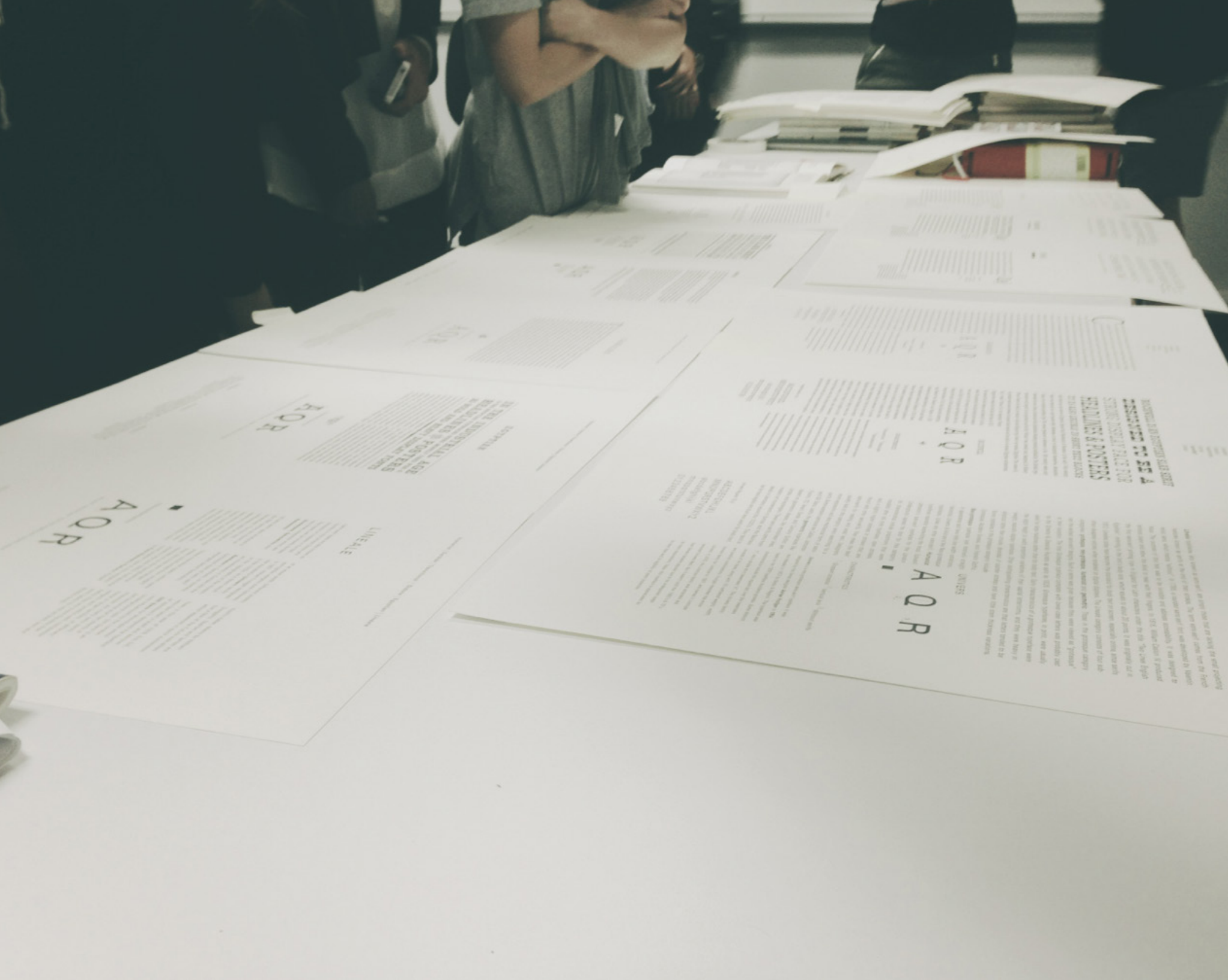


Street Parking Page

When you search the location around your area on the street page. You will see the street parking information.

Availability

- For the street parking you could check the green hexagon to know the street street class, parking time and all kind the street information.



[PORTFOLIO #2]

GR 617 TYPE FORMS
|
Typography Design

GARALDE INCLUDE SOME OF T
current use. They are high
angular forms of the Aldines. A
of these letters for changing p
integrity of form. Digital adapti
or underweighted too great a fid
when printed to present-day tole
“Old-face.” Old Style is a 19th-cen
be undershoo in the sense of “in t
or similar to it. Although the Mode
the 19th ce

CONNECTION

City Arts & Lectures
415.392.4400

Christopher Guest
In conversation with Adam Savage

Oct 8, 2013
7:30pm

Horner Theater
276 Hayes Street
San Francisco
CA 94102

1. Top serifs are roof-shaped 2. Axis tilts to the left 3. Base serifs are slightly round

Justified
8 / 12 | - 25 Tracking

Justified text, which has even edges on both
of printing with movable type, which enab
setting, the printer justifies each line by ha
and thus make all the lines the same length
make efficient use of space. It also creates
line length is too short in relation to the si
of text tightly packed. Designers often use
to even out a line of type that looks too loos

Flush Left
8 / 12 | - 25 Tracking

In flush left/righted right text, the left edge is li
big holes inside the lines of text. This form
respects the flow of language rather than sub
format is fraught with danger. Above all, the
the right edge. A good rag looks pleasantly ut
kept to a minimum. A rag is considered “be
shapes, like wedges, moons, or diving boards

Flush Right
8 / 12 | - 25 Tracking

Flush right ragged left is variant of the most
right text is hard to read, because it forces th
or it could be an urban legend. That betw
smaller blocks, however, flush right text form
on a main body or image. A flush or c

Centered
8 / 12 | - 25 Tracking

Caslon IV. There lineales can
humanist, and geometric. Main
Typography after the Second W
to headings; they were seldom
much frequently with the adv
are always virtually no visibl
letter forms are the same thin

Lineale fonts have become prevalent for dis
resolution displays, fine details like the ser
san-serif typeface. It was designed by the
Derby & Peignot. The typeface was based c
tics include the square dot over the lowercas
faces, along with 16 numbered weight, width a
as Grottesque, Akzidenz Grotesk and Franklin
modern look. **HUMANIST**—These are the mo
width and generally more legibility than othe
ern look and feel, tend to be the least useful f

square-tipped serif

straight stem

curved

descender

terminal

Slab Serif is a typeface characterized by thick, angular, or rounded. Slab se

Typophilia

An excessive attachment to ar
with the shape of letters, often
exclusion of other interests an
choices. Typophilacs usually
and alone.

Typophobia

The irrational dislike of letterf
marked by a preference for ice
and—in fatal cases —bullets a
fears of the typophobe can oft
(but not cured) by steady dose
and Times Roman.

Typochondria

A persistent anxiety that one i
wrong typeface. This conditio
with old optical kerning clasp
to constantly adjust and readj
between letters.

	2	
1	3	
	4	5
		6
	8	
7	9	10

1. TYPE CLASSIFICATION POSTERS
2. VISUAL SEMAEMTS
3. STRUCTURE (OPTICALLY IMPROVISED)
4. TYPE CLASSIFICATION POSTERS
5. PROTO TYPEFACE
6. ALIGNMENT & LINE SPACING
7. TYPE CLASSIFICATION POSTERS
8. TYPE ANATOMY
9. TYPE CLASSIFICATION POSTERS
10. STRUCTURE (GRID SYSTEM)

TIMELINE

SUMMER 2015

Back-end development
Final UX Testing

SUMMER 2014

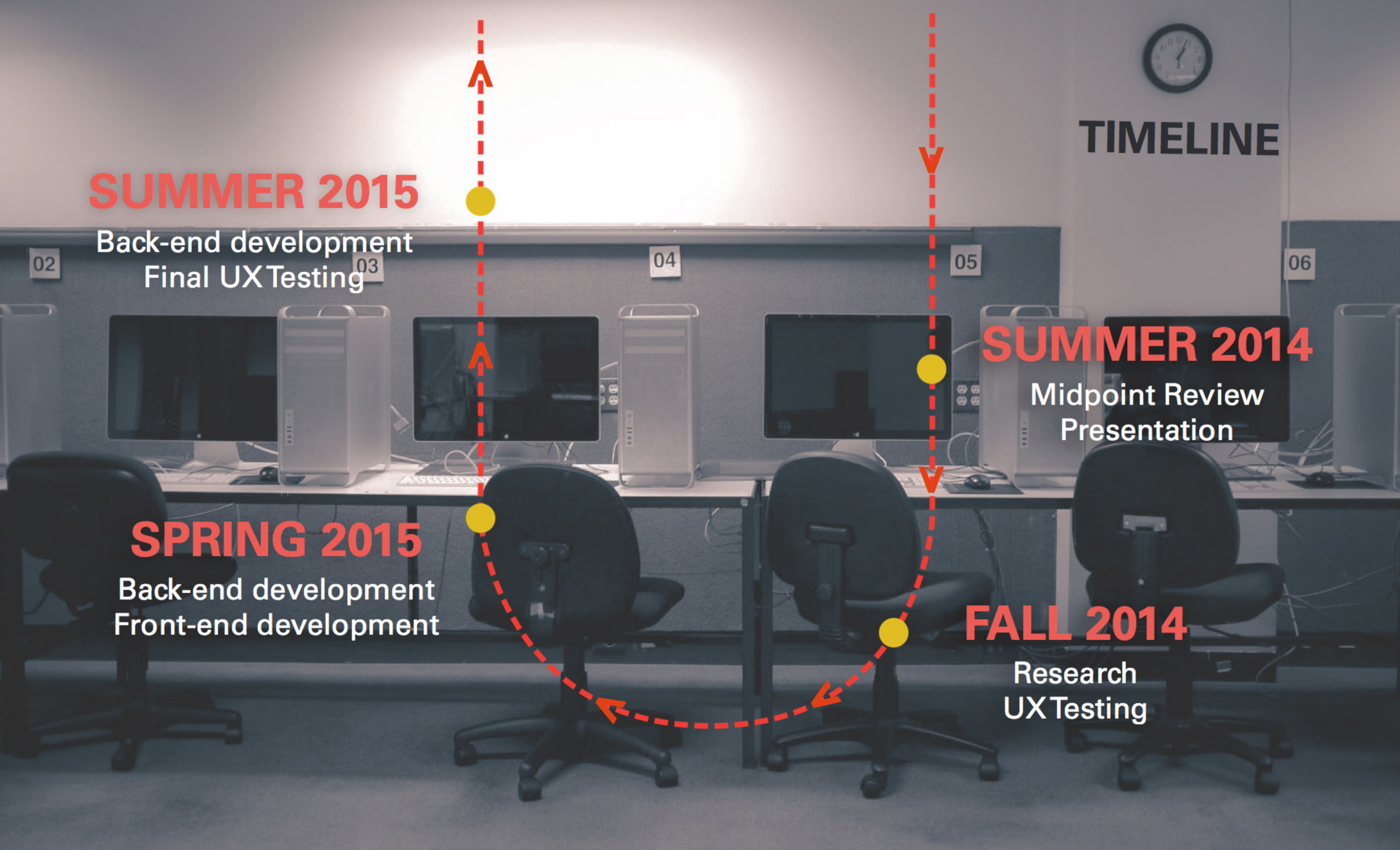
Midpoint Review
Presentation

SPRING 2015

Back-end development
Front-end development

FALL 2014

Research
UX Testing



CONCLUSION /

SmartCart is an intelligent app that installs on supermarket cart which allocate with an iPad mini. It is a trend shaping the shopping environment. This application is transforming the way we shop. It is simple, efficient and fun to use. In the future , it can help to bring the supermarket shopping experience to another perspective. It lets us to have a better life and shopping experience.



